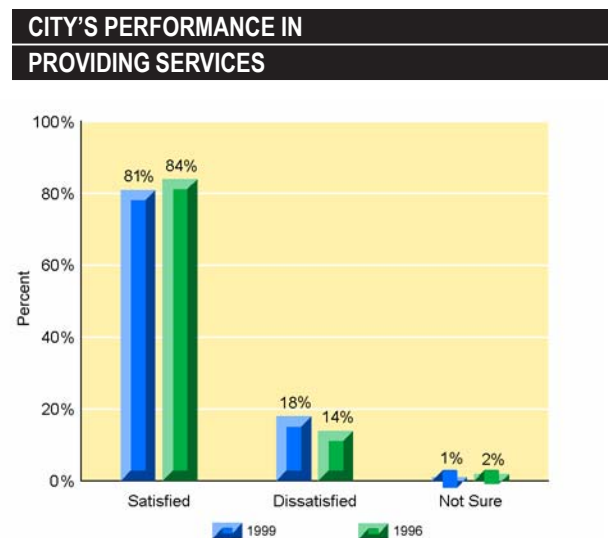
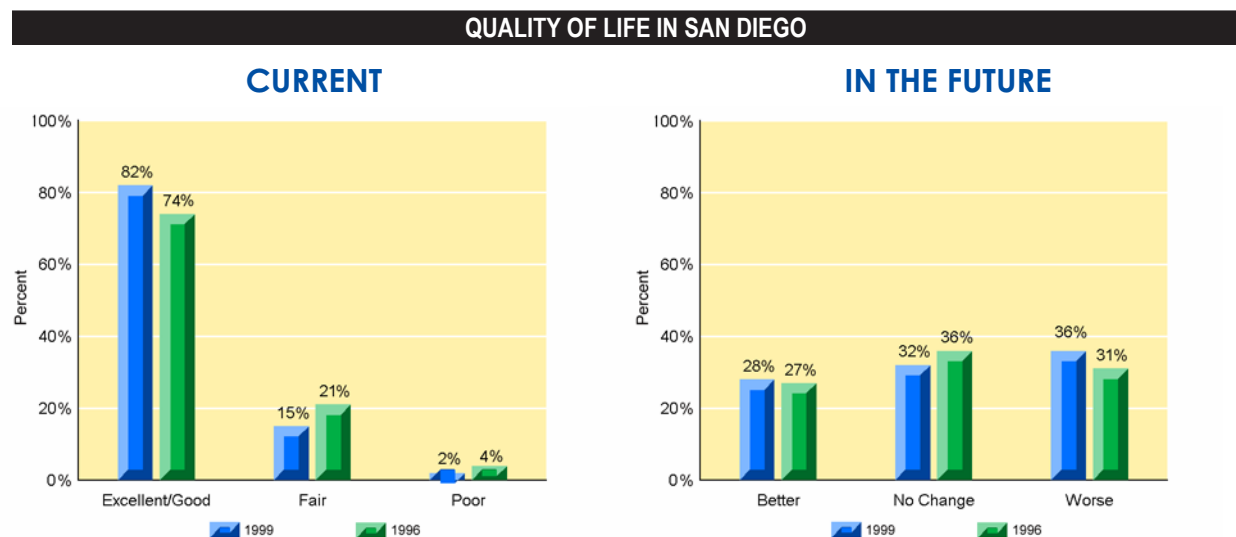


Appendix B

Service Priority Ranking Survey

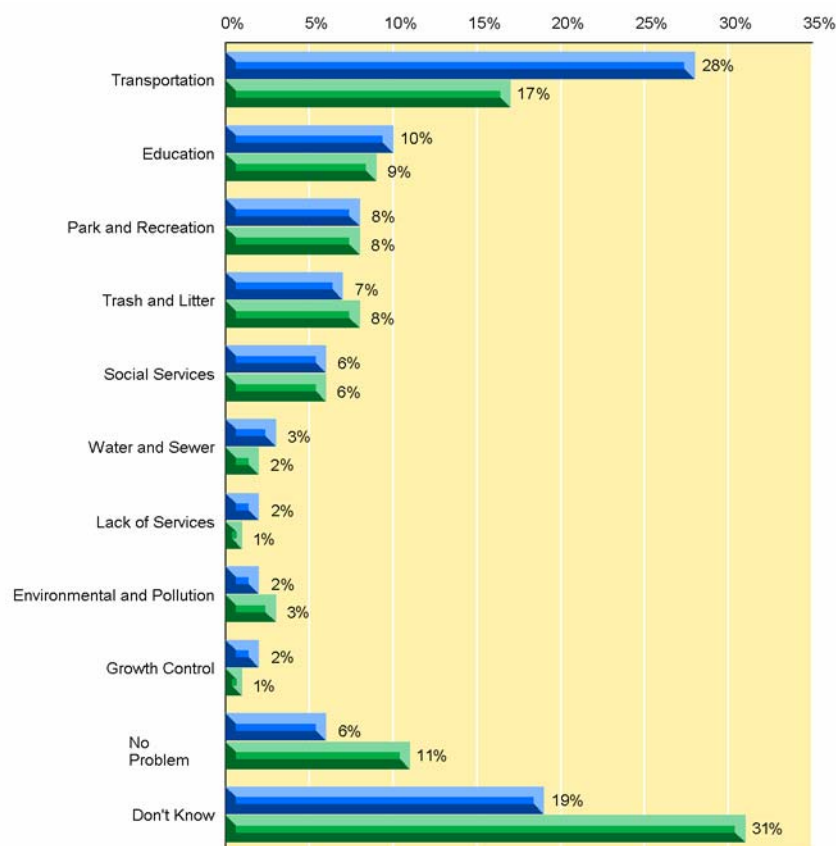
In Fiscal Year 1999, the City of San Diego commissioned a study to assess the needs for City services by residents to determine funding priorities. The information is based on 3,200 in depth interviews conducted with a representative cross-section of San Diego residents. Where feasible, the results from the current survey are compared to the study conducted in 1996. This survey is conducted every three years. The next survey will be administered in 2002.



Appendix B

MOST IMPORTANT SERVICE IMPROVEMENT NEEDED⁽¹⁾

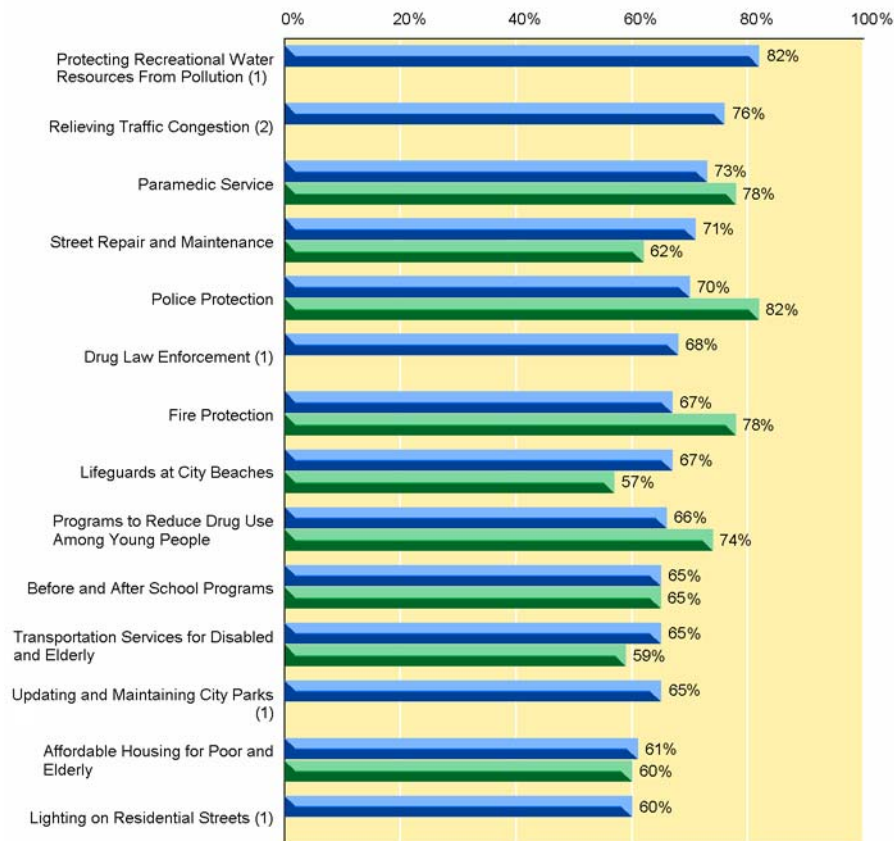
Residents were asked which City service, besides basic police and fire protection, their City Council representative should be working to improve. The one service mentioned most frequently by residents surveyed was Transportation (28 percent), and this result was an 11percent increase between 1996 and 1999.



⁽¹⁾ Only those service improvements mentioned by more than one percent of 1999 surveyed residents are shown in the graphic above.

HIGHEST SPENDING PRIORITIES

Surveyed City residents were asked to rate 40 services in terms of their priority when it comes to determining where the City should spend its money. A total of 14 of the 40 services were rated in the highest priority strata for the 1999 study.



⁽¹⁾ Question asked in 1996 study was substantially different than 1999 study, making comparison between results invalid.

⁽²⁾ Not asked in the 1996 study.

Appendix B

Respondent Demographics

GENDER	City of San Diego	YEARS IN SAN DIEGO	City of San Diego
Male	47%	5 or less	19%
Female	53%	6-10	15%
		11-20	22%
		21+	44%
AGE			
Under 35	34%	EMPLOYMENT	
35-49	30%	Employed	64%
50-64	20%	Not Working ⁽¹⁾	17%
65+	15%		
ETHNICITY		HOME	
White	62%	Own	57%
Non-White	34%	Rent	42%
Hispanic	15%		
African American	9%		
Asian/Pacific Islander	8%		
Other	3%		
INCOME			
Under 25,000	19%		
25,000-34,999	17%		
35,000-49,999	19%		
50,000-74,999	16%		
75,000+	17%		

⁽¹⁾ Includes homemaker, students, retired and unemployed surveyed residents.